Wines of Alentejo Sustainability Programme

10 Years of Inspiring Work
Alentejo é distinguido pelo New York Times por turismo sustentável

Destino atrae cada ano mais turistas de todas as partes do mundo

Por Fabiano Antunes / @rota1976
18/01/22 às 09h00 atualizado em 18/01/22 às 09h00
Alentejo’s Wine Region 2023 – 23,200 ha

...in the World
0,3% - 3 in every 1.000 hectares of vineyard

...in Portugal
12,1% - 121 of every 1.000 hectares of vineyard

About 1/3rd of Portugal (size of Belgium)

#1 in Portugal wine in domestic sales:
  ✓ 35% in volume
  ✓ 38% in value

14.0% volume and 17% value of all Portuguese bottled exports (PDO and PGI)
WASP – the mandate

**VITICULTURE**
- Grape Production
- Soil Management
- Water Management in the Vineyard
- Disease & Pests Management in the Vineyard
- Energy Management in the Vineyard
- Waste Management in the Vineyard

**CELLAR**
- Water Conservation in the Cellar
- Waste Management in the Cellar
- Energy Management in the Cellar
- Disease & Pest Management in the Cellar

**VITICULTURE & CELLAR**
- Wine Quality
- Sustainable Management of Ecosystems
- Air Quality
- Management & Handling of Materials in Production
- Packaging options & Components
- Human Resources
- Community & Stakeholders
- Socio-Economics & Regional Development
WASP - results

IMPLEMENTATION
- 91 members
- 20% vineyard area
- 77 self-evaluations

STAKEHOLDER ENGAGEMENT
- 4 partnerships
- 15 members
- 4 working documents

DEVELOPMENT & MANAGEMENT
- 1 knowledge sharing event
- 21 participants

COMMUNICATION
- 3 initiatives

GROWTH (up to November 2023)
- 1150 self-evaluations

STAKEHOLDER ENGAGEMENT
- 27 partnerships
- 200 members
- 40 working documents

DEVELOPMENT & MANAGEMENT
- 72 knowledge sharing event
- 2094 participants
- 1088 trainees

COMMUNICATION
- 80 initiatives

RECOGNITION
- 10 awards

CERTIFIED PRODUCERS
- 20

Year 1 2015
WASP – Built for success

✓ Shared goals + community mindshare

✓ Stakeholder engagement

✓ Flexibility + adaptiveness

✓ End-users are participants, not mere beneficiaries

✓ Self-evaluation + accountability

✓ Third-party certification
WASP - Certified Sustainable Production
WASP - Awards

2018

“Investimento que marca”
Prémios Vida Rural 2018

“+ Utilização”
Prémios Mais Alqueva, Mais Valor 2019

2019

“Apoiar o desenvolvimento de mercados ecológicos e a eficiência de recursos”
Prémios Europeus de Promoção Empresarial 2019

2020

“Menção Honrosa”
(categoria Agricultura e Floresta)
Green Project Awards (APA, GCI e QUERCUS)

2021

“Sustainability Initiative Award”
(Investor Relations and Governance Awards - IRGA)
Deloitte Portugal

“Ação”
(Prémios Verdes)
Revista Visão & Águas de Portugal

2023

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“Ação”
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Revista Visão & Águas de Portugal
WASP – Winning timeline

- Diagnose
- Design
- Planning
- Activate
- Start of implementation
- Prep-work for third party certification
- Sustainable Production Certification (August)
- Issuance of Sustainable Production Certificates
- WASP2.0

2013 (year 1) 2014 (year 2) 2015 (year 3) 2016 (year 4) 2017 (year 5) 2018 (year 6) 2019 (year 7) 2020 (year 8) 2021 (year 9) 2022 (year 10) 2023 (year 11)
WASP in the media

Alentejo renews wine sustainability program

Twenty wine producers from the Alentejo already bear the ‘seal’ of sustainable production from the Alentejo Regional Wine Commission, unprecedented in Portugal, which places the region among the ‘best in the world’ in the area of sustainability.
MUCHAS GRACIAS
POR SU ATENCIÓN

THANK YOU FOR YOUR ATTENTION

OBRIGADO PELA SUA ATENÇÃO

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Discover Portugal’s Alentejo wine region. Authenticity. Diversity. Tradition. Savor the Alentejo in each and every bottle!